

MCP SERVER

NO CODE

CLOUD HOSTED

Algolia Analytics MCP for AI Agents

Measure search performance, CTR, and conversion rates.

Algolia Analytics MCP connects your AI agent directly to professional search performance intelligence. Quickly audit Click-Through Rates (CTR), Conversion Rates, and identify top searches or content gaps without manual dashboard work.

A+ Quality Score 100/100

search-analytics

conversion-tracking

performance-monitoring

data-intelligence

ab-testing

real-time-metrics



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Algolia Analytics MCP

10 tools available

Cloud-hosted on Vinkius

Your AI client can now analyze deep search metrics from Algolia, giving you a full picture of site engagement. Instead of spending hours cross-referencing dashboards to see why conversions are dropping, your agent handles the data retrieval through natural conversation. You'll get real-time insights into user behavior, monitoring everything from unique visitor counts to specific A/B test outcomes.

This MCP lets you audit performance metrics like CTR and Conversion Rate across all your indices. It finds valuable signals by listing top searches or identifying terms that currently return no results—the perfect place for new content. The entire system of data intelligence is accessible through Vinkius, making it simple to connect this specialized tool to any compatible AI client in your workflow.

Core Capabilities

01 — Audit search performance metrics

Retrieves granular data points like Click-Through Rates (CTR), conversion rates, and average click ranking for specific indices.

03 — Track user engagement and trends

Monitors unique user counts, lists recent search queries, and tracks popular filters used by your audience.

02 — Identify content gaps using searches

Lists the most popular terms or any queries that returned zero results to guide new content creation efforts.

04 — Analyze search testing results

Lists and audits the status of active or historical A/B tests to confirm optimization effectiveness.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/algolia-analytics — connect your AI agent in three steps.

- 01 Subscribe to this MCP on Vinkius, then enter your Algolia Application ID and Analytics API Key.
- 02 Connect your preferred AI client (like Claude or Cursor) to the Vinkius platform.
- 03 Ask your agent specific questions about search performance—for example, 'What was the CTR for products last month?'—and get immediate data results.

The bottom line is that you use natural language prompts in your AI client instead of clicking through multiple dashboards to get complex search metrics.

Built For

Product Managers and Content Strategists who spend too much time manually pulling data from separate analytics dashboards. This MCP is for anyone whose job requires deep, actionable insights into how users are searching your site.

Product Manager

Uses this to monitor search relevance and conversion trends, directly informing the product roadmap.

Content Strategist

Identifies 'no result' searches to discover high-potential topics that need new content written immediately.

Marketing Analyst

Retrieves granular search engagement data for cross-channel performance reports and campaign optimization.

What Changes When You Connect

- 01 You don't have to pull metrics manually. Your agent handles complex reporting—like getting the average click position or the unique user count—in a single prompt using tools like `get_average_click_position`.

-
- 02 Stop guessing where your content falls short. Use `list_no_result_searches` to instantly find out what terms users are searching for that don't exist yet, giving you a clear content roadmap.

 - 03 Track optimization efforts without leaving the chat window. You can use `list_ab_tests` and `get_conversion_rate` to audit test results immediately after deployment.

 - 04 Get a holistic view of traffic health by monitoring unique user counts using `get_unique_users_count`, providing reliable data for marketing reports.

 - 05 Move beyond simple keyword tracking. The MCP allows you to analyze deeper signals like `list_top_filters` and `list_recent_searches` to understand actual user intent.
-

Real-World Applications

A product manager needs to prove ROI on new SEO content.

The PM asks their agent to compare the CTR for 'Shoes' before and after deploying a new guide. The agent uses `get_click_through_rate` and `list_top_searches`, showing a clear 15% increase in clicks on related product categories.

A marketing analyst needs to prepare a quarterly campaign report.

The analyst asks for overall user performance. The agent uses `get_unique_users_count` and `list_top_filters`, providing metrics on audience size and the most popular ways users narrow their search.

A content strategist needs to plan the next quarter's blog topics.

The strategist prompts for failed searches. The agent runs `list_no_result_searches`, returning terms like 'sustainable composting bins.' This immediately gives the team 20 specific articles to write.

A search engineer needs to validate a new ranking algorithm.

The engineer prompts for A/B test results. The agent uses `list_ab_tests` and `get_average_click_position`, confirming that the new logic significantly improved placement rankings.

Patterns to Avoid

Treating analytics as a spreadsheet dump

✗ AVOID

Manually exporting CTR data into Excel, spending an hour cleaning up dates and metrics, then cross-referencing it with conversion logs.

✓ INSTEAD

Instead, let your agent use `get_click_through_rate` and `get_conversion_rate` together in one prompt. The AI processes the disparate data points for you instantly.

Ignoring low-volume search gaps

✗ AVOID

Only looking at 'top searches' (`list_top_searches`) means missing out on highly specific, valuable queries that only appear a few times.

✓ INSTEAD

Use `list_no_result_searches` to find those critical gaps. The agent pulls these low-volume but high-intent terms so you don't miss opportunities.

Assuming all searches are useful

✗ AVOID

Treating every search query as a potential conversion path, wasting time analyzing noise.

✓ INSTEAD

Use `list_no_click_searches` to filter out the irrelevant or informational queries, focusing your efforts only on searches that actually drove user action.

The Right Fit

You need this MCP if you rely on deep, multi-faceted data analysis across search performance and conversions. Specifically, use it when you want to correlate top searches with conversion rates or audit the results of A/B tests automatically. Don't use this if your only goal is to see a simple daily word count; for that, a basic logging tool will suffice. If your primary need is managing user accounts or sending messages, this MCP won't help—you need a messaging integration instead.

Algolia Analytics MCP: Mastering Search Performance Auditing

Today, checking search performance means logging into the Algolia dashboard. You then have to manually pull metrics for CTR, convert that data into a separate sheet, and finally compare it against your conversion funnel data. It's tedious, error-prone work that eats up hours of your week.

With this MCP, you simply ask your agent: 'What was the average click position for our main product index last quarter?' The AI handles the complex query using `get_average_click_position` and presents a clean answer right in the chat. You get immediate answers without ever opening an analytics dashboard.

Algolia Analytics MCP: Discovering Content Gaps from Search Data

Before this, finding content gaps required manually reviewing search logs and flagging every query that returned a zero result. This was slow, reactive work—you only knew about the gap after the fact.

Now, prompt your agent to run `list_no_result_searches`. It immediately compiles the top failing searches into a list of ready-to-write topics. You move from reacting to data to proactively building content based on proven user demand.

Algolia Analytics: 10 Tools for Deep Search Metrics Analysis

Use these tools to calculate specific metrics like conversion rates, list popular terms, or audit A/B test results directly through your AI agent.

#	TOOL	DESCRIPTION
01	<code>get_click_through_rate</code>	Pulls the Click-Through Rate (CTR) metric for your searches.
02	<code>get_conversion_rate</code>	Retrieves the search conversion rate percentage.
03	<code>get_average_click_position</code>	Gets the average rank or position of clicks for your searches.
04	<code>list_top_searches</code>	Lists the most popular search terms used by site visitors.
05	<code>list_no_result_searches</code>	Identifies searches that failed because no matching content was found.
06	<code>list_no_click_searches</code>	Lists search queries that were executed but never resulted in a click.
07	<code>get_unique_users_count</code>	Counts the number of unique users interacting with your site via search.
08	<code>list_recent_searches</code>	Provides a list of the latest queries entered by users.
09	<code>list_top_filters</code>	Lists the most frequently applied filters used during searches.
10	<code>list_ab_tests</code>	Provides a status overview of your active and historical A/B tests.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Show me how CTR and conversion rates changed for my 'Electronics' index last month.



Search Performance Report: Electronics Index

- **Average CTR (Last 30 Days):** 4.1% (Up from 3.8%)
- **Conversion Rate:** 2.2% (Steady)

Peak performance was seen on Tuesday, with a high CTR of 6.5%. The average click position remained stable at rank 3.

Do you want to see which filters were most popular that month?

U List the top 10 searches and any recent queries I should write content about.



Content Gap Analysis

Here are your top 10 trending searches:

- 'smart watch pro'
- 'vegan leather bags'
- ... (8 more)

We also found several 'No Result' queries, like 'portable solar garden lighting,' and 'best camping hammock.' These represent immediate opportunities for new blog posts.

U What are the results of my two active A/B tests?



Active Test Audit

TEST NAME	METRIC	RESULT	STATUS
Ranking Logic V2	Conversion Rate	+5% (Variant)	Success
Mobile UI Tweak	CTR	Neutral	Review Needed

'Ranking Logic V2' is performing well. We should focus on improving the variant group's conversion funnel.

Frequently Asked Questions

01 How can Algolia Analytics MCP help me track my website's search performance?

This MCP lets you analyze key metrics like Click-Through Rate (CTR) and Conversion Rates without opening any dashboards. You simply ask your agent, and it retrieves the data instantly for a clear performance picture.

02 Can I use Algolia Analytics MCP to find out what kind of content I need?

Yes, this is one of its best features. By running the `list_no_result_searches` tool via your agent, you instantly get a prioritized list of failed searches—these are new topics and articles you should write next.

03 Does Algolia Analytics MCP help me monitor A/B tests?

Absolutely. You can use the MCP to list all active or historical A/B tests and get instant, clear reports on which variant is performing better based on conversion rate metrics.

04 Is Algolia Analytics MCP only for e-commerce sites?

No. While it's great for e-commerce, it works anywhere you use search. You can track unique users, monitor filters, and analyze content performance regardless of your industry.

05 What if I want to see the most popular searches that aren't converting?







You can get specific insights by requesting both `list_top_searches` and `list_no_click_searches`. This helps you focus on high-volume queries that aren't leading users down a path toward purchase.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"algolia-analytics": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Algolia Analytics is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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